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H MAGAZINE

Introducing guests & readers to the world of Swiss Deluxe Hotels

H Magazine reflects the exclusivity and uniqueness of Switzerland's most prestigious five-star hotels – through its top-end editorial content, elegant layouts and carefully curated distribution network, reaching an AAA+ target audience throughout.

Engaging and informative stories, interviews, and leading features on gastronomy, lifestyle, luxury, trends, and business topics, as well as captivating long reads. H Magazine conveys Swiss flair, savoir vivre, and the alluring and sophisticated world of Swiss Deluxe Hotels and their distinguished guests.

All stories are original and penned by renowned authors and journalists from Switzerland and around the world, offering readers a glance behind the luxury façades of our hotels, along with insights highlighting the passion and dedication of the people who make Swiss Deluxe Hotels experiences unforgettable. The magazine aims to bring readers into the world of ultra premium hospitality in an elegant and engaging manner. Subscribe now:



MAIN DISTRIBUTION

H Magazine is distributed exclusively in all 4,300 rooms & suites at Swiss Deluxe Hotels member properties, reaching a total of 1,500,000 readers per year. It is available at all Swiss Deluxe Hotels VIP and Media Events, including leading travel fairs (ILTM Cannes, ITB) and the SWISS premium airport lounges in Zurich.

H Magazine is distributed throughout its partner network including all Audi showrooms, Globus warehouses and Swiss Top Events of Switzerland. Additionally, H Magazine is published in the Magazine section on the Swiss Deluxe Hotels website, including a link to the partner website.



DISTRIBUTION

Available at all Swiss Deluxe Hotels, along with a bespoke distribution network

24^k

CIRCULATION

H Magazine is published in a print run of 24,000 copies a year



PUBLICATION FREQUENCY

H Magazine is published biannually in early July and early December



EDITIONS

Print and online edition

EN

MAIN LANGUAGE

English

SELECTED PARTNER DISTRIBUTION

World Economic Forum Davos

Available at hotels, the Forum, limousines, helicopter services, the Rhätische Bahn and selected locations for the duration of the event.

Globus

One of Switzerland's most prestigious department stores, part of the group behind La Rinascente, Illum and KaDeWe, makes H Magazine available to its top clients and throughout its service points.

Audi Schweiz

H Magazine is available in all Swiss distributors and in the 100-strong fleet that services the World Economic Forum chauffeuring world leaders and decision-makers to and from the event.

Swiss Top Events

The roster of Swiss Top Events includes White Turf in St. Moritz, the Montreux Jazz Festival, the Locarno International Film Festival, the Lucerne Festival, Art Basel and others, reaching a wide premium audience to which H Magazine is made widely available.

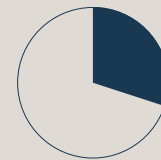
Airport lounges

H Magazine is available at selected SWISS and other international airlines' prestigious First and Business Class Lounges, including the VIP Lounges and the exclusive Honorary Circle Lounge.

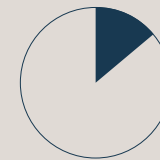




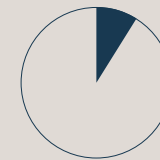
READERS' PROFILE



SWITZERLAND
30%



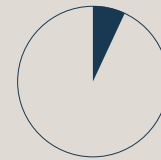
UNITED STATES
14%



GULF REGION
9%



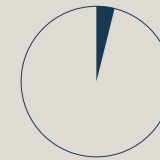
CHINA & ASIA
8%



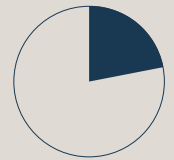
GERMANY
7%



UNITED KINGDOM
6%



RUSSIA
4%



OTHER
22%

H magazine readers are highly discerning, luxury-savvy, style-conscious and consumers of the finer things in life. They have a higher level of education and above-average purchasing power. The vast majority

of guests in Swiss Deluxe Hotels are between 35 and 65 years of age, are professionally successful and financially independent. The most important countries of origin are highlighted above.

EDITORIAL CONTENT



from gstaad to zermatt

What could be better these days than immersing yourself in the snowy countryside, stopping off at the best chefs, exploring the mountains on skis and toasting to the sunny side of life - all on this road trip.

We put on our warm jackets and sunglasses and set off to discover the most beautiful corners of Gstaad, Crans Montana and Zermatt. We accompanied Daniel Kuster, the owner of Le Grand Bellevue, on a sightseeing flight high above the Alpine peaks of the Berneese Oberland and explored the white expanse of the Zermatt mountains with the former skier Fritzi Aulickhatten. In between, we enjoyed high quality restaurants such as La MontBlanc in Crans Montana, sampled outstanding Valais wines with Bernise Cabot and visited the legendary Vinay at her restaurant Chez Vinay in Zermatt.

GSTAAD

GSTAAD PALACE

LOBBY BAR
The lobby bar of the Grand Bellevue is the perfect place to meet and catch up on the latest news. A mix of local and international wines, a selection of spirits and a menu of small plates make this a perfect spot for a quick catch-up.

LA FROMAGERIE
The cheese shop of the Grand Bellevue is a true gem. It offers a wide selection of local and international cheeses, as well as a variety of breads and pastries.

JAPANESE WHISKY BAR
A hidden gem in the Grand Bellevue is the Japanese Whisky Bar. It offers a selection of high-quality Japanese whiskies and a menu of small plates.

THE ALPINA GSTAAD
The Alpina Gstaad is a hidden gem in the Grand Bellevue. It offers a selection of high-quality local and international wines and a menu of small plates.

LE GRAND BELLEVUE GSTAAD

A MAN FULL OF PASSION
Daniel Kuster is the owner of the Grand Bellevue. He has a passion for the hotel and its location. He has been in the industry for over 20 years and has a wealth of experience.

'WHEN WE TOOK OVER THE HOTEL OVER TEN YEARS AGO, IT ALREADY OFFERED THE BEST LOCATION AND INCREDIBLE FACILITIES - ALL THE BONES WERE THERE. AND THEN WE STARTED TO INJECT IT WITH A HELL OF A LOT OF SOUL.'

GSTAAD HAS IT ALL: INCOMPARABLE BEAUTIFUL LANDSCAPES, AUTHENTICITY AND GLAMOUR. AND ON TOP OF THAT THE MOST STUNNING HOTELS IN THE WORLD.

'I LOVE TO HAVE FUN. I LIKE TO REMIND PEOPLE THAT IT IS A PRIVILEGE TO BE ALIVE. SO KEEP YOUR EYES OPEN AND EMBRACE IT.'



time sensitive

Think of Parmigiani Fleurier as the Bentley of the watch world. The brand adheres to the highest quality standards and combines luxury with innovation. Passion and craftsmanship are at the heart of their production processes. Not to mention that they are highly regarded by connoisseurs and fall far from the mainstream. Bruno Joly, General Manager of Parmigiani Fleurier, tells us what makes these Swiss watches so special.



The watchmaker's passion is evident in every detail. From the choice of materials to the final finishing, every step is meticulously controlled. The brand's commitment to excellence is reflected in its long history of craftsmanship and innovation.

At the heart of the watchmaking process is the movement, the mechanical heart of the watch. Parmigiani Fleurier uses only the finest movements, handcrafted by master watchmakers in their workshops in Le Locle, Switzerland.

The brand's dedication to quality is also reflected in its use of precious metals and gemstones. Each watch is a work of art, combining technical precision with artistic flair.

For more information on the world of Parmigiani Fleurier, visit our website at www.parmigianifleurier.com.

collector's item

For the knife founder Michael Bach set out pocket knife the world had ever seen, the top priority at the company based in the knife maker had to invent a suitably simple design. The new pocket knife has diverse fan base ever since it was introduced to collectors, the full damask pocket knife, made of 1,600 damask steel layers adding to its beauty, blade lock and handle.



The damask blade is a masterpiece of metallurgy, created through a process of alternating layers of steel and nickel. This process creates a unique, wavy pattern that is both aesthetically pleasing and functional, providing a sharp edge and a smooth surface.

The handle is made of a high-quality material, designed to provide a secure grip and a comfortable feel. The blade lock mechanism is a testament to the brand's commitment to safety and reliability.

This pocket knife is not just a tool, it is a collector's item. Its unique design and exceptional craftsmanship make it a prized possession for anyone who appreciates fine craftsmanship.

full-bodied

Bordeaux in the south west of France, where both the Dordogne and Garonne have their estuaries, has a maritime climate due to its position on the Atlantic coast, and is divided into several wine-growing areas: Médoc, Graves, Entre-Deux-Mers, Libournais and Blaye-Angoulême. Peter Keller has summarised everything you need to know about the biggest and best-known wine-producing region in France.



The wine of Bordeaux is a blend of tradition and innovation. The region's unique climate and soil conditions create a perfect environment for growing high-quality grapes. The expertise of the winemakers in Bordeaux has resulted in some of the world's most famous and sought-after wines.

From the bold and tannic wines of the Médoc to the elegant and refined wines of the Graves, Bordeaux offers a wide range of wine options for every palate. The region's rich history and cultural heritage are reflected in its wine-making practices and traditions.

For more information on the world of Bordeaux wine, visit our website at www.bordeauxwine.com.

true blues

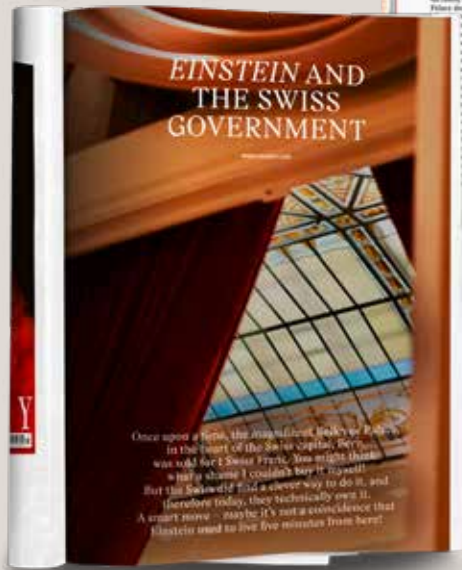
Blueberries are everywhere! On café and restaurant menus, adding a beautiful burst of color to muffins and smoothies. In its enjoyment of the fruit, Knorr's Executive Chairman, Peter Keller, has summarized everything you need to know about these little blue wonders.



Blueberries are a superfood, packed with antioxidants and essential nutrients. They are a delicious and healthy addition to any diet, and their vibrant blue color makes them a popular choice for chefs and home cooks alike.

Knorr's commitment to quality and innovation is reflected in its use of fresh, high-quality ingredients. The brand's dedication to excellence is evident in its wide range of products, from fresh produce to ready-to-eat meals.

For more information on the world of Knorr, visit our website at www.knorr.com.



THERE IS NOTHING I ENJOY AS MUCH AS WORKING WITH GOOD-QUALITY PRODUCTS, SEARCHING FOR INTERESTING FLAVOUR COMBINATIONS AND CAREFULLY COOKING MY RECIPES.

At the start of each morning, Yannick Coupez... he would much rather be at work in his kitchen... The head chef at La Courbe... isn't just an excellent chef with a fair 30-hour, 60-week salary, he's also a very pleasant man in other ways.

It was always clear to him that he would become a chef, and it didn't take long to make an... Yannick Coupez has now been working at La Courbe for 28 years - for the last 8, he was the... Yannick Coupez has become head chef.

What has changed since he first got? The biggest difference is generally that I tend to... He likes to cook more often and that I love working with quality... A first-class chef like Yannick Coupez, but there's nothing wrong with a little help from the... It's not great but then there's nothing wrong... It's a matter of taste from the kitchen... But it's not necessarily bad but it's not... Really and slightly messy?

It's a matter of taste from the kitchen... But it's not necessarily bad but it's not... Really and slightly messy?



Yannick Coupez is a chef with a passion for quality products... He is also a very pleasant man in other ways.



This is a ranunculus, a flower that is often used in... It is also a very pleasant man in other ways.



This is a snowy mountain landscape with evergreen trees in the foreground.



born to cook

At the age of just four, Yannick Coupez had already prepared a dessert with oranges all on his own... Today he cooks in the kitchen... dishes a bit of freshness by adding citrus fruits.

YANNICK COUPEZ
HEAD CHEF AT LA COURBE



Yannick Coupez's life of course begins and ends... Yannick Coupez is a chef with a passion for quality products... He is also a very pleasant man in other ways... Yannick Coupez has now been working at La Courbe for 28 years... Yannick Coupez has become head chef.



three times lucky
IN BERN

Bern is generally thought of as a picturesque, easy-going and tranquil place. A short, exhilarating stay in Switzerland's capital is enough to confirm all this. It will further lead to the realization that Bern is also home to a cosmopolitan and innovative local bar scene with wonderfully tasty creations.

01 kuching mule



It's a hot day in July 2023. The summer festival on foot around the center and the town, accompanied, as always, by a parade with colorful floats, is in its second week. The atmosphere is festive and joyful. It's a beautiful sight to see the people of Bern celebrating their city's 850th anniversary. The sun is shining brightly, and the air is filled with the sound of music and laughter.

02 50/50 sazerac



03 cherry flavour



LOW ENERGY AND MOOD SWINGS



Low energy and mood swings can be a frustrating experience. It's often a sign that your body is out of balance. There are several factors that can contribute to these symptoms, including diet, stress, and lack of sleep. Making small changes to your lifestyle can help improve your energy and mood.

One of the most effective ways to boost your energy is by eating a healthy diet. Focus on whole grains, lean proteins, and fruits and vegetables. Avoid processed foods and sugary drinks, as they can lead to energy crashes. Regular exercise is also important, as it helps to improve circulation and overall health. Getting enough sleep is crucial for maintaining energy levels. Aim for 7-8 hours of sleep each night.

Stress is another common cause of low energy and mood swings. Chronic stress can deplete your body's resources and lead to fatigue. Finding ways to manage stress, such as meditation, yoga, or spending time in nature, can be helpful. Talking to a therapist or counselor can also provide support and guidance.

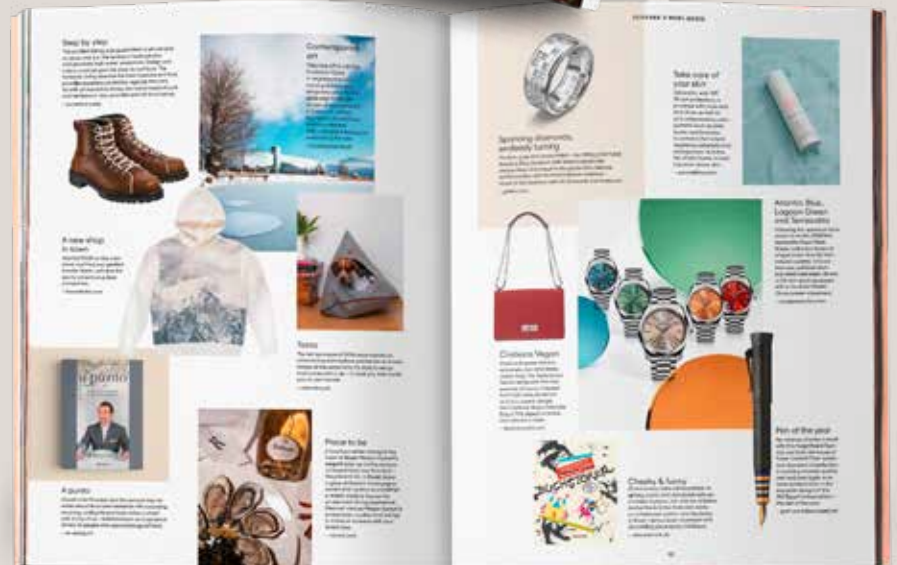
WINTER WONDER



Winter wonder is a delightful dessert that combines the flavors of winter with a touch of indulgence. It's perfect for a cozy evening in or as a special treat for guests. The recipe is simple and easy to make, making it a great choice for home cooks.

The secret to this winter wonder is the combination of ingredients. The bread provides a soft, chewy base, while the butter adds a rich, creamy texture. The orange slices add a bright, citrusy flavor that balances the richness of the butter. The result is a dessert that is both comforting and delicious.

To make this winter wonder, simply toast the bread slices and brush them with butter. Top with orange slices and a dusting of powdered sugar. The presentation is simple and elegant, making it a perfect choice for a winter dinner or party.





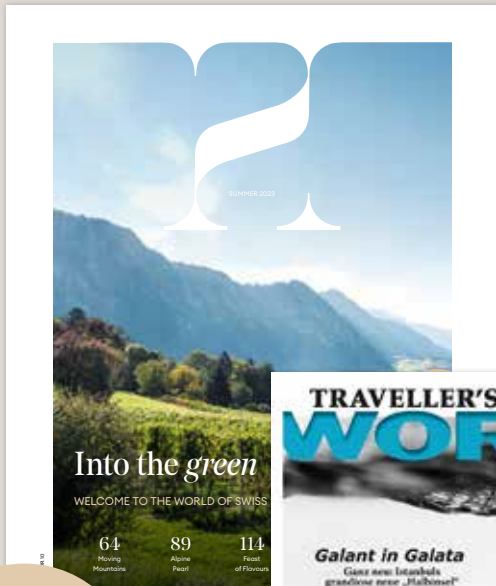
EXCLUSIVE

The SWISS TOP EVENTS are eight world-famous events in the worlds of art, film, music and sport. They are individual summits, reflecting a way of life. And because of the quality of the works of art they showcase and the exceptional musicians and outstanding athletes they feature, they belong to the best in the world.

Their common denominators are style, ambience, attractive venues, and a near to perfect, individually oriented organisation. These eight fantastic Swiss events combine the multifaceted cultural, language, gastronomic and scenic charms of the country.



ADVANTAGE OFFER



30%
DISCOUNT

With booking of one full-page ad in H Magazine and in one of our cooperation partners.



SELECTED TESTIMONIALS

«I have had the pleasure of personally meeting some of the various contributors to the magazine. Their distinct backgrounds, perspectives, and style bring forth a remarkable array of diverse topics and viewpoints. Carefully curated imagery and skilfully crafted articles enhance the overall reading experience. Furthermore, the magazine's exclusive availability in English ensures its accessibility to a larger audience, whilst keeping leaner and polished in its presentation.»

TIM WEILAND
General Manager
The Alpina Gstaad

«I hold a deep admiration for H magazine. At the Tschuggen Hotel Group, we significantly emphasise sustainability and environmental conservation. Therefore, I highly value the magazine's eco-friendly paper, climate-neutral printing practices, and the compelling subjects it explores. The visual aesthetic employed in the magazine is both expressive and impressive.»

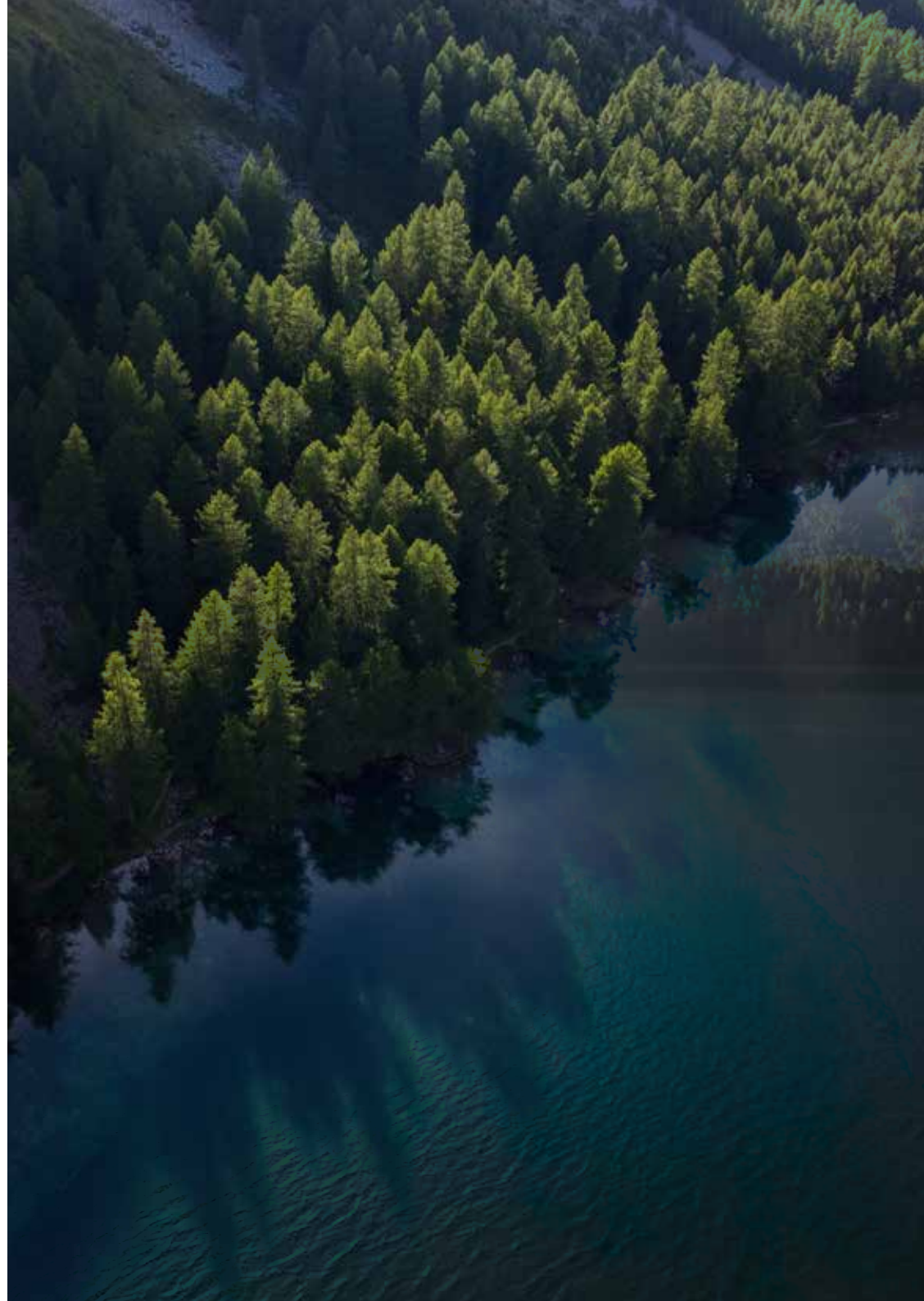
SIMON SPILLER
General Manager
Hotel Eden Roc, Ascona

«H Magazine captivates with its exquisite blend of modernity, refined elegance, and sleek design. It flawlessly showcases the unparalleled breadth and diversity of Swiss Deluxe Hotels. I am particularly drawn to the emotionally evocative imagery and the contributions of numerous talented journalists, bloggers, and photographers. This renders the magazine genuinely authentic and innovative.»

HEINZ HUNKELER
General Manager
KULM Hotel St. Moritz

«We know that we live in a beautiful country. Now we have the confirmation of this in words and pictures. What a beautiful illustration of our unique hotel industry, finely curated by Swiss Deluxe Hotels.»

SUZANNE NIEVERGELT
Compresso AG, Zürich



«Even as a seasoned travel journalist, this magazine truly captivates my senses and serves as a visual feast. I am enamoured by its stylish presentation, remarkable clarity, and unwavering focus on the key elements within our industry.»

KAI BÖCKING

CEO Bleisuretraveller

«A good magazine is like a good hotel – it fulfils the wishes of readers and guests that they were not even aware of before. The H Magazine gave proof that it has what it takes to be a good magazine.»

MARK VAN HUISELING

Journalist und Founder
MvH Industries, Zurich

«There are countless hotel magazines. Most of them superficial, expensively produced, but poorly made, poorly written, and badly laid out. H Magazine shines with excellent authors, exciting topics and its elevated design.»

REINHARD MODRITZ

Chefredakteur
Traveller's World, München

«The publication's elegant, modern, and spacious layout is something that particularly resonates with me. It tastefully mirrors the sophistication of the meticulously curated editorial content. The abundance of portraits and striking visual imagery is incredibly appealing, making it a truly enjoyable read.»

ALEXANDER MAYCOCK

Bindella terra vite vita SA,
Chair of the Management Committee
Marketing, Zürich

«H Magazine truly surprises and delights, providing immense satisfaction. The topics are artfully and passionately celebrated, creating an experience that leaves a lasting impression. The magazine effectively embodies cross-selling within the Swiss Deluxe Hotels, seamlessly promoting each property. Regardless of the hotel from which you pick up the magazine, it entices you to explore and discover the other locations. Moreover, in an era dominated by digitalization, social media, and virtual reality, the sheer pleasure of holding a beautifully crafted

magazine in your hands cannot be understated. The magazine's appealing texture and pleasant format make it a keepsake that one eagerly retrieves time and time again.»

STEFAN MATHYS

Partner IRF





«Exciting, intimate, enchanting, inviting, highbrow! H Magazine is a true ambassador for our houses and regions.»

ADRIEN DE HALLER

Deputy General Manager
Bellevue Palace Bern

«H Magazine consistently delivers an exhilarating expedition into the realm of Swiss Deluxe Hotels, filled to the brim with current topics and information. Featuring exceptionally stunning visuals and a contemporary design, it undoubtedly possesses the qualities of a coffee-table publication.»

PATRICIA BRÖHM

former Editor-in-Chief
Gault&Millau Germany
Food Journalist

«Much like *FACES*, H Magazine epitomizes a refined and contemporary way of life, embodying a commitment to luxurious experiences and meaningful value. What sets it apart is the discernible presence of Swissness and personal charm, even amidst its international allure. This distinctive combination allows the two publications to harmoniously complement each other, presenting abundant opportunities for synergy and collaboration.»

STEFAN BERGER
CEO *FACES* Magazine

«As a journalist, it is rare to feel genuine pride in contributing to corporate publications. However, this sentiment holds true regarding H Magazine. Evelyn Gorgos has transformed a typical glossy brochure with corporate tones (the former *Ambiance* magazine) into a visually stunning and aesthetically refined publication – H Magazine. When seeking inspiration for the relaunch of *marmite*, H Magazine and *Transhelvetica* served as one of my primary sources of creative inspiration.»

ALEX KÜHN
Editor-in-chief
Marmite Magazine, Zurich



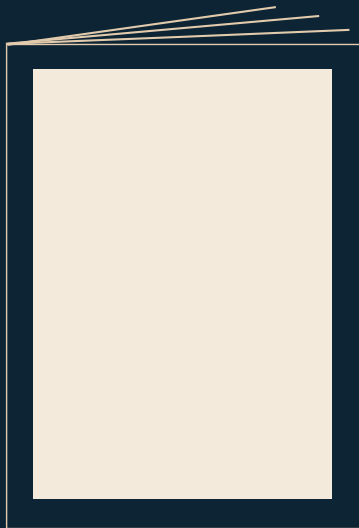


«H Magazine exudes an air of freshness, seamlessly aligning with the zeitgeist while maintaining an independent stance in its content – a rarity among corporate publications. Its immense marketing potential is magnified by its extensive media partnerships, presenting a wealth of opportunities for all stakeholders to forge prosperous business partnerships.»

PETER LEVETZOW

Managing Director Editorial Media
Group AG

FORMATS & PRICES



PRINT SPECIFICATIONS



Opening Double
420 x 280 mm
CHF 35,000



First Boulevard
420 x 280 mm
CHF 25,000



Run of Book
420 x 280 mm
CHF 20,000



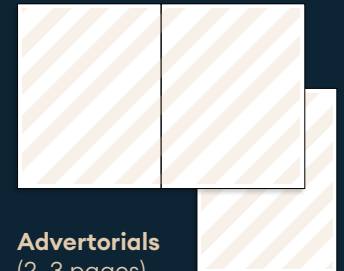
Back Cover
210 x 280 mm
Price on request



Inner Back Cover
210 x 280 mm
CHF 18,000



Run of Book
210 x 280 mm
CHF 14,000



Advertorials
(2-3 pages)
Price on request

Client, agency, volume and special discounts apply.

DATES & TECHNICAL SPECIFICATIONS



SUMMER EDITION

Publishing date:
Early July



WINTER EDITION

Publishing date:
Early December

FORMAT

210 x 280 mm

BINDING

Hotmelt adhesive binding

PRINTING METHOD

Cover:

Sheet-fed offset printing,
80% halftone patch

Content:

Web offset printing,
70% halftone patch full-bleed,
4/4 colour

PAPER

Cover:

Matt coated, bright white
300 g/m², wood-free

Content:

Matt coated, bright white
115 g/m², wood-free

DIGITAL DATA ACCEPTED IN THE FOLLOWING FORMATS

- Full-bleed advertisement bleed +3 mm per outer edge
- High-end PDF/X4 (Fogra 51 colour profile, PSO coated V3, CMYK, incl. fonts, crop marks)
- InDesign (supply all fonts, images/graphics, IDML files)
- Illustrator (EPS, converted to paths)
- Images (definition of 300 dpi at a minimum, CMYK, as TIFF without LZW compression, EPS or JPEG, max. quality)

DATA DELIVERY

- E-mail (10 MB max., zip files) to: media@swissdeluxe-hotels.com
- File names: H_edition_client_keyword_format_colour profile
- Necessary amendments to submitted print material and the design of advertisements on the basis of original artwork, photographs, or Word files are not included in the price and will be invoiced at cost. If no proof can be supplied, or if data/proofs submitted do not correspond with ISO standard 12647-2, we print according to ISO standards at the client's responsibility.

FAIR AND SUSTAINABLY PRODUCED

PRINTED IN SWITZERLAND

“Printed in Switzerland” is the label vouching for quality and origin of printed papers from Switzerland and is available at the graphic arts industry’s free disposal. The label was created under the aegis of viscom, the Swiss print and communication association.

No other country epitomises quality as consequently and on as many levels as Switzerland. Know-how, reliability, precision, and trust are the basis on which printed papers are produced in the country. Clients and producers have the opportunity to show their colours with Swiss printed papers.

As a quality brand, Switzerland enjoys an excellent reputation. Therefore, “Printed in Switzerland” is much more than just a label. It stands for premium products, made to meet the highest standards.

printed in
switzerland

SUSTAINABILITY

We care about climate protection and about assuming the responsibility of leaving a habitable planet to the next generations. Therefore, the entire production chain of this magazine, including the choice of paper, process of production, and ways of transportation are climate-neutral. We work with ClimatePartner to compensate all CO₂ emissions created during the production chain via approved climate protection initiatives.

 **Climate neutral**
Print product
ClimatePartner.com/13729-1910-1001

FAIR AND SUSTAINABLE PAPER

FSC ensures that forests are harvested according to social, economic, and ecological criteria, guaranteeing that natural forests are protected, forestry workers receive social security, and indigenous peoples’ rights are respected. FSC labels are trustworthy: processing chains are certified in their entirety. FSC is the only forest label supported by environmental organisations, such as WWF, Greenpeace, ProNatura and BirdLife Switzerland.


FSC

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OVERALL RESPONSIBILITY
Swiss Deluxe Hotels



SWISS DELUXE HOTELS

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